



CW858

NFQ LEVEL 8

Bachelor of Arts (Honours)

## Sport Management and Coaching

(with options in: **GAA, Rugby or Soccer**)

| PLACES | POINTS   | DURATION | EXIT AWARD | PROGRAMME DIRECTOR  |
|--------|--|----------|------------|---|
| 30     | Combination of Points, Interview and Portfolio | 4 YEARS  | YES        | Denis O'Brien<br>ACMA, MBA<br>E: denis.obrien@itcarlow.ie |

### What is sports management and coaching?

The field of sports management and coaching is changing rapidly. Professional sporting bodies require their management and coaching staff to not only have excellent understanding of their chosen sport, but to equally have strong business, marketing and management skills.

### What is this course about?

This four-year honours degree course is the only one of its kind in Ireland and is delivered in association with the major sporting bodies including FAI, GAA and Leinster Rugby.

The Sport Management and Coaching course develops students' skills and knowledge in equal measures between the student's chosen sport (GAA, Rugby or Soccer) and the business aspects

of management and coaching. Mandatory subjects over the life of the course include: player development; coach education; anatomy and physiology; writing and research; sports management; finance; sponsorship and media management; performance management; nutrition; strategic management. Students will normally have three business and three sports related modules which vary slightly, depending on the chosen sport.

On completion of the course, students will have a detailed understanding of:

- Player development
- Coach education
- Sport finance
- Sport media and marketing
- Strength & conditioning
- Programme planning
- Performance Analysis.

### Special features of this course

- This is the only course of its kind in Ireland and is delivered in association with the GAA, FAI and Leinster Rugby.
- Competitive Institute of Technology Carlow team Environment in GAA, rugby and soccer with 2017 national title wins including; Senior Hurling Division 1 League Champions (3 in a row); Fitzgibbon Cup Finalists; Sigerson Cup Quarter Finalists; Women's CCAO Purcell Cup Semi Finalists; Men's CFAI Umbro Cup Winners (6 in a row); Women's WSCAI Futsal Cup Winners 2017 (2 in a row); Student Sport Ireland (SSI) Fresher U20 O'Boyle Cup Winners; IRFU Student Sport Ireland (SSI) Brendan Johnston Cup Winners.
- Experienced coaches and coach educators from each of the sporting bodies deliver the player development and coach education modules of the course.
- Premium sporting facilities including elite sports gym, general student gym, GAA and rugby pitches with full changing facilities and viewing stands.
- Exit award – Bachelor of Arts Sports Coaching and Business Management (GAA, Soccer, Rugby) after Year 3.



Department of Sport, Media and Marketing

Faculty of Business and Humanities

[www.itcarlow.ie](http://www.itcarlow.ie)

## What subjects will I study?

### YEAR 1

#### *Mandatory Subjects*

Player Development 1  
Coach Education 1  
Applied Anatomy and Sports Physiology  
Effective Writing and Research  
Foundations of Sport Management  
Information Technology

### YEAR 2

#### *Mandatory Subjects*

Player Development 2  
Coach Education 2  
Functional Screening and Fitness Testing  
Strength and Conditioning  
Finance for Sports 1  
Sports Marketing  
Sports Economics

### YEAR 3

#### *Mandatory Subjects*

Applied Programme Planning  
Finance for Sports 2  
Sponsorship and Media Management in Sport  
Legal Studies for Sport  
People Management Skills (Sport)

#### *Elective Subjects*

Player Development 3  
Coach Education 3  
Community Sport and Social Inclusion

### YEAR 4

#### *Mandatory Subjects*

Coach Development and Mentoring  
Performance Analysis  
Operations Management  
Event Management  
Contemporary Issues in Sport  
Management and Leadership  
Sports Research Project  
Preparation for the Workplace

## What will I be able to do when I finish the course?

Graduates will be qualified to work in a variety of sports-related careers including sports development officers, sports management, club development and/or administration, sport coaching and fitness instruction.

## What follow-on study opportunities are available?

Graduates of this course may be eligible to progress to the Masters of Business, MSc in Sports Performance Analysis or MSc in Strength and Conditioning in Institute of Technology Carlow.



INSTITUTE of  
TECHNOLOGY  
CARLOW

Institiúid Teicneolaíochta Cheatharlach

**Carlow Campus**  
Kilkenny Road, Carlow  
+353 (0)59 917 5000